

Chapter 10

“Move the Sale Forward”

- Tools to Assist the Solution Advisor
 - The tools available to assist the Solution Advisor during this stage are Decision Support Plan (DSP) and the IBM Quick Proposal for Business Partners
 - Decision Support Plan: enables Team IBM and the client decision leader to identify and remove the remaining barriers to an IBM decision. The value of DPS is that it can:
 - Build increasing client buy-in and alleviate client concern by identifying and managing risk
 - Help Team IBM manage the sell cycle and evaluation process to create a competitive advantage
 - Provide opportunities for Team IBM to demonstrate unique business value
 - Document and forecast IBM and client resource requirements
 - Identify and address major concerns throughout the organization
 - Help ensure a decision with company-wide support
 - Help ensure that the client realizes expected benefits and return on their investment
 - IBM Quick Proposal for Business Partners: Americas: to assist you in preparing a high-quality, comprehensive proposal for your sales opportunities.
- Acquiring the Client as a Reference
 - Convincing your client to become a reference for your company can bring many competitive advantages.
 - After acquiring a client as a reference, this is proof that the solution has been successfully implemented and can cite your reference as proof (deals with concern about the viability of the solution you are providing).
 - It also allows your company to expand its client base by using the reference that the client gave you in presentations to your client's competitors within the same industry.
 - It also increases the breadth of documented expertise within a given industry and provides your company with increased credibility with your solution in the industry.
 - The client also benefits because it is additional advertising for them and it can also improve the quality of future solution rollouts.
 - Benefits of acquiring an IBM reference are:
 - Help from IBM in communicating the success of your IT projects and investments, which can highlight your industry leadership
 - Broader potential exposure through articles in trade and business publications

- Potential to advance your career with experience from speaking at events and networking with your peers in other companies and industry specialists
- Benefits of becoming an IBM client reference:
 - Direct client communication – establishes new relationships for the client
 - Enhanced media coverage – opens new doors for the client
 - Effective marketing material – communicates a client’s message
 - Video testimonials – illuminates a client’s achievement
 - High profile speaking engagements – strengthens a client’s marketplace position
- Contracting work to technical resource teams
 - Sometimes a client may be interested in doing the installation themselves, but lack the training. Contact IBM Learning Services to enroll the client in the proper training courses so they can properly handle installation.
 - The solution may include offerings from various third parties or independent software vendor teams – make sure to get the proper billings from them. Then discuss what is necessary to integrate their offerings with your On Demand Business solution.
- **Achieving Growth Through Serving Clients: Repeat Business and New Opportunities**
 - The result of client satisfaction is repeat business and new opportunities
 1. Know your client’s business requirements and the personal benefits that he or she will derive from the successful implementation of IBM’s solution to solve their business challenge.
 - a. Understand the client’s industry, business environment, and requirements so that you can identify and relate to the client’s issues. The client can derive personal career enhancement if the solution is deployed successfully.
 - b. Make it as easy and simple as possible for your client to do business with IBM.
 - c. Listen keenly to the client and apprise them of what they need to know and when they need to know it – be honest and respectful.
 - d. Provide a single point of contact to IBM – anticipate and be available as the client’s needs arise.
 - e. Provide experts from Team IBM to solve client business issues.
 - f. Deliver on your formal and informal commitments.
 2. Know what your client expects.
 - a. Learn your client’s specific expectations for your current relationship and transaction – confirm that you understand.

- b. Influence the client's expectations to match IBM's capability.
Check with your client frequently to see how you are doing or if their expectations have changed.
 - c. Use IBM "Set/Met" and "Conditions of Satisfaction" to help you.
 - d. Set realistic time expectations with the client.
 - 3. Deliver a superior client experience.
 - a. Do not procrastinate. Try and exceed your client's expectations.
 - b. Take personal responsibility.
 - c. Resolve issues and complaints quickly and effectively. Always seek feedback.
 - 4. Close the loop and ask for more.
 - a. After completion, show your client that you met/exceeded their expectations.
 - b. If so, you may ask for additional business or a reference (key to IBM).
- Involvement Through the Life of the Project to Ensure Client Satisfaction
 - The Solution Advisor monitors the implementation of the solution and ensures that the client's expectations are met by:
 - Working with the client to track the solution benefits
 - Managing the implementation activities to meet or exceed the client's expectations
 - Establishing checkpoints to ensure that the client's are satisfied and look for ways to extend client value and create new opportunities